

REP HEADLINE# 0111338
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 AUG28/12 19.13
 *** WFLA-TV ***

ADV # _____ ADV. NAME POLI/C MACK/R/SEN/FL REP. # _____ OFF. # _____ SALESMAN # _____
 AGY # _____ AGY. NAME MCLAUGHLIN & ASSOCIATES BUYER NAME MARIANNE CAMPBELL

566 SOUTH ROUTE 303 SALES PRSN WA- MEGHAN MCGARR (H)
 BLAUVELL, NY 10913

ORDER # _____ CONTRACT # 6300298 CLASS: NATL. _____ LOCAL _____ REGIONAL _____

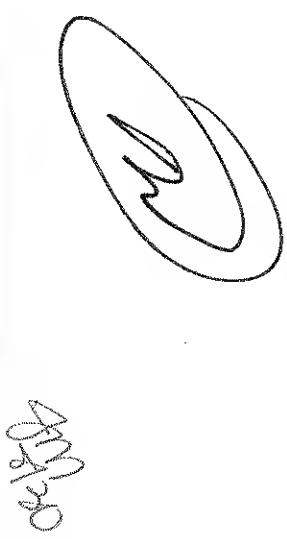
PRDCT FRNDS OF CONNIE MACK EST#437 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP3/12 SEP7/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG28/12 19.13

REP: NEW ORDER
 TTL \$10,000 @5X
 PLEASE CONFIRM
 THANKS SHOSHANA FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 FRIENDS OF CONNIE MACK



LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =
 AGENCY PRODUCT CODE =
 AGENCY EST# = 437

1			600P-630P	30		\$2,000.00	9/3	9/7	5		M-F	5
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PROGRAM : NEWS 6P
 RA35+ : 8.0
 CON COM1: NEWS 6P

SEP/12 10000.00 CONTRACT TOTAL 10000.00
 TOTAL SPOTS 5

REP HEADLINE# 00000008
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: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS

MARKET TOTALS \$35,100 WFLA 28% WFTS 16% WTSP 21% WTVT 35% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ESTIMATED

SVC- NSI BOOKS- SEP/11

DEMOS- RA65+*

McLaughlin & Associates - NY
566 South Route 303
Blauvelt NY 10913

Connie Mack/ R/ Senate/ FL
Submission Number 757 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Connie Mack/ R/ Senate/ FL	Submission Cost: 10000	Campaign Ref: E:120830024
Buyer:	Client/Product/Estimate: . / . / 437	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 09/09/12	Weeks: 1	Order Ref: 06300298
Est./PO Number: 06300298	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Frnds Of Connie Mack	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	09/03	Total	Cost
1	M-F 6p News MTWTF..	02	2000	30 Comme		5	5	10000
Weekly Totals: Total Spots(Ord Spots)						5	5	

Grand Totals

		Month 9 Weeks: 5	
		09/03	
	Totals	5	5
	Spots	5	5
	Cost	10000	10000

Grand Totals:

Spots:	5
Gross Total:	10,000.00
Commission:	1,500.00
Net Total:	8,500.00